

The HOOVER

It BEATS... as it Sweeps as it Cleans

The Hoover is guaranteed to prolong the life of rugs.



Give "her" a Hoover for Christmas and you give more than a passing remembrance of the day; you give a lifetime of freedom from the irksome drudgery of housework. For with The Hoover she can clean and refresh and add years to the life of the rugs and other household things she treasures so dearly. And she can do all this with none of the effort and strain that now attends the duties of house-cleaning.

Give "her" a Hoover for Christmas and you will give her the only electric cleaner, with exclusive right to the three essentials of thorough cleaning: beating, sweeping and air suction.

We urge the sincere consideration of The Hoover as a practical Christmas gift. Let us tell you more about it. Convenient terms of payment.

N. C. PUBLIC SERVICE CO.

Phone 2700

Rotarian Expects Many Houses Here During Next Year

Mr. Parker, president of the High Point Rotary, believes that about 400 houses will be erected in High Point next year. He made this statement in discussing the growth of the city at the regular weekly luncheon of the local Rotary club in the private dining room of the Sheraton hotel Wednesday afternoon.

Mr. Parker told of the efforts being made by business men of the city to make the year 1922 the greatest year for the construction of residences in the history of High Point, giving an estimate of approximately \$325,000 spent from January to October of this year for the erection of buildings in the city, but 1920 saw more money expended for structures than was ever spent here in view of the fact that an exposition building and hotel were constructed. Mr. Parker saw great possibilities for High Point, pointing in the midst of another great building era.

A very interesting talk was made by J. T. Ryan on his classification, which is industrial traffic manager. Mr. Ryan discussed the duties of that office and conveyed much valuable information to the Rotarians, many of whom are engaged in manufacturing and necessarily need the services of a man familiar with traffic management. He told of the efforts being made to obtain just and equal freight rates on both long and short routes.

E. W. Freeze and Leslie D. Fairchild, the latter resident manager of the Sheraton hotel, were enthusiastically received as members of the Rotary club. Much fun centered around the reelection of the two members.

As a birthday remembrance and in appreciation of his loyal service to the club, he having not missed a meeting, Mr. Lyon was presented a gold fountain pen and pencil by John P. Cook.

Charles F. Long, who also celebrated a birthday a few days ago, was "crowned" by Dr. J. T. Burrus, a prominent Shriner, who was recently elected an officer of the fraternity.

Calling attention to the election to be held in Guilford county next week, Dr. Houston B. Hiatt requested the members of the Rotary club to vote early for the proposed tuberculosis hospital. Several Rotarians agreed to furnish automobiles to convey the voters to the polls.

Charles Elmore Suffers a Stroke of Paralysis

Friends of Charles Elmore, 1223 Maple avenue, will regret to learn that he suffered a severe stroke of paralysis Friday afternoon shortly before 6 o'clock and is confined to his home. There is little change in his condition, it was reported at his residence Monday. Mr. Elmore is 60 years of age.



MAKE IT AN ELECTRICAL THING ALWAYS

Gifts That Last and Serve Always Appreciated

We planned ahead to make your gift buying easy. To make it easy for you to buy electrical gifts that mean service and long use. There are hundreds of electrical appliances that are in daily need—not just novelties, but serviceable, usable articles that add to the joy of the home, to the convenience and pleasure of keeping the home.

JUST A FEW SUGGESTIONS

- FOR YOU**
- Lamp
 - Fan
 - Immersion Heater
 - For Invalid
 - Heating Pad
 - Vibrator
 - For the Boy at College
 - Radiant Heater
 - Desk Lamp
 - Shaving Mug
 - For the Girl at College
 - Boudoir Set
 - Sewing Study Lamp
 - Vibrator
 - Curling Iron
 - Comb
 - Grill Stove
 - Toaster
 - For the Business Woman
 - Grill
 - Hair Drier
 - Toaster
 - Chafing Dish
 - Electric Iron
 - Table Stove
 - For Mother
 - Dish Washer
 - Flat Iron
 - Electric Grill
 - Ironing Machine
 - Percolator
 - Table Stove
 - Toaster
 - Vibrator
 - Fan
 - Disc Stove
 - Fireless Cooker
 - Electric Hot Plate
 - Milk Warmer
 - Electric Sewing Machine
 - Waffle Iron
 - Sewing Machine Motor
 - Apex Cleaner
 - Floor Lamp
 - Desk Lamp
 - Washing Machine
 - 3-lb. Traveler's Iron

WHEN YOU BUY ELECTRICAL APPLIANCES GO TO RELIABLE DEALERS WHO GUARANTEE THEIR GOODS

The importance of this to you will be more appreciated when you have some slight trouble, or the article perhaps proves slightly defective. If you have bought from a reliable electrical dealer no charge will be made for adjusting, or if the article is not satisfactory exchange will be made. We know electrical goods—we know what to do when repairs are necessary—none but reliable electrical dealers can give this service.

WE ARE NOW MAKING COMPLETE CHRISTMAS DISPLAYS OF ELECTRICAL APPLIANCES

Shofner - Pierson Company

Telephone 2380
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HIGH POINT GREENSBORO



Efirds Dep't. Store

Practical Gifts for Her

The Great Christmas store for Useful Gifts

Come to see us..

GREAT ARRAY OF CHRISTMAS GIFTS FOR "HER" AND "HIM"

SILK HOSIERY

We are showing a large collection of fine Silk Hose that are especially good and desirable for gifts. They are priced special at 79c to \$3.25

KID GLOVES

In all the desirable shades, fine quality, ideal for Xmas gifts. Special at \$1.98 to \$3.98

HANDKERCHIEFS

Ladies' plain and fancy Handkerchiefs in excellent quality materials. Special for Christmas 5c to 79c

BATH ROBES

Beautiful Bath Robes for women in a range of the best shades and materials. Priced at \$2.98 to \$7.40

BED ROOM SLIPPERS

Felt Bed Room Slippers, all sizes, dependable grades for gifts. They are ideal 98c to \$1.85
For Xmas shoppers we have received a big shipment of beautiful Waists in all the wanted materials and styles, on sale at 98c to \$6.95

WOOL SWEATERS

She will appreciate a nice new sweater at Xmas time, give her one of our beautiful ne style Sweaters, many different shades to choos from. \$1.98 to \$7.48

PRACTICAL GIFTS FOR HIM

The kind of gifts he will appreciate most are found here in extra fine styles and quality. Don't overlook the marvelous values we are offering in our men's department.

SUGGESTIONS

Cashmere Sox
Wool Sweaters
Felt Hats
Silk Sox
Suspenders
Dress Shirts
Hand Bags
Many other items of wearing apparel that he will appreciate are on display here at remarkably low prices.

MISCELLANEOUS GIFT ITEMS

Wool and Cotton Blankets \$1.98 to \$12.95
9x12 Druggets \$13.50 to \$29.50
Bed Spreads \$1.85 to \$3.95
Fine Sheets \$1.18 to \$1.45
Pillow Cases, best grades 45c
Bath Towels, best grades 33c to 69c
Big Lot of Suit Cases, Hand Bags, Trunks, Etc.
AT LOW PRICES